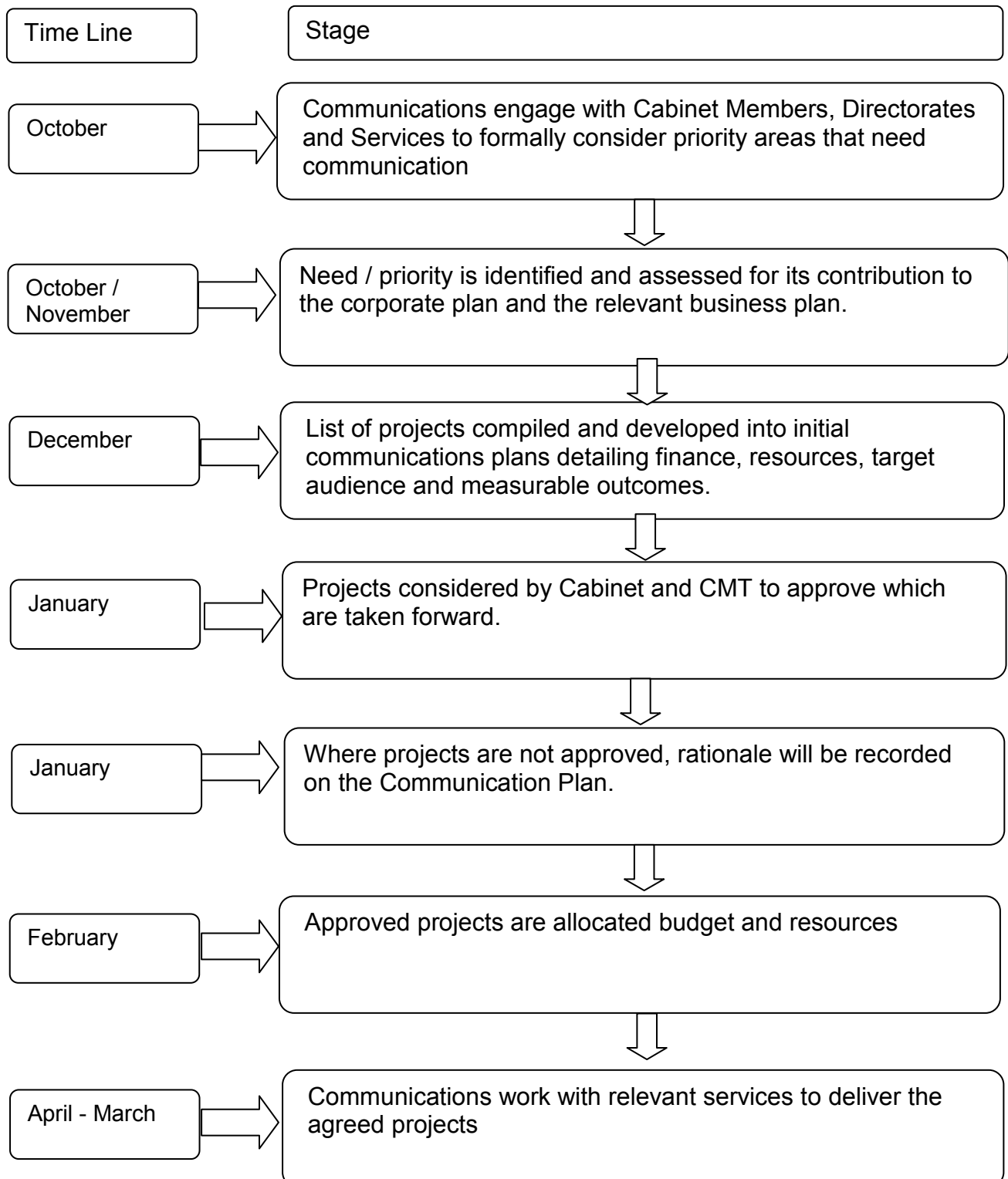


Communications Planning Process

This strategy proposes an approach that aspires to the vision that all significant Council communications and marketing activities will be directed through the Communications and PR Team. The approach aims to reduce duplication, recognise efficiency savings and project a well co-ordinated image of the Council both to staff and the wider community

The following flow chart demonstrates how this process will work;



Once a project is approved within the defined parameters, any significant changes will be considered by Directors and Senior Managers.

Where communication activities are identified within services that have not been through this process, a review of the originally identified projects will take place and the project list adjusted accordingly.

This approach is not intended to stifle the creativity and innovative practices that CEC will naturally seek. It is intended to guide and enhance the process of delivering excellent communications and marketing activities and to ensure that they contribute to the aims and priorities of the Council, to maintain and protect the reputation of the Council and to position CEC as an excellent authority.

There will inevitably be adhoc requests that will need to be responded to. The team will work with the service to review activities and agree a way forward on these occasions.